

Message Text

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PAGE 01 MEXICO 02763 012100Z

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 TRSE-00 TAR-01 STR-04 /023 W

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R 010011Z APR 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 6960

UNCLAS MEXICO 2763

E.O. 11652: N/A

TAGS: EIND MX

SUBJ: BOURBON IMPORTS

1. INDUSTRY AND COMMERCE (SIC) OFFICIAL IN CHARGE OF ISSUING IMPORT PERMITS FOR BOURBON AND OTHER ALCOHOLIC BEVERAGES (LOPEZ ORTIZ) INFORMED EMBASSY THAT HE HAS RECEIVED TOTAL REQUESTS FROM ALL BOURBON IMPORTERS FOR 16,900 CASES FOR CY 1975. THIS AMOUNT IS SOME 2000 CASES LESS THAN THE TOTAL WHICH ENTERED MEXICO IN CY 1974.

2. ALL IMPORTERS HAVE RECEIVED WRITTEN ASSURANCES FROM SIC THAT THEIR FULL REQUESTS WILL BE APPROVED IN ORDER TO PERMIT THEM TO PLAN AND PLACE ORDERS WITH THEIR US SUPPLIERS. IT IS ANTICIPATED THAT THE ACTUAL IMPORT PERMITS WILL BE ISSUED WITHIN THE NEXT THREE WEEKS. AS THE TOTAL AUTHORIZED BOURBON QUOTA FOR 1975 IS 45,000 CASES, ANY ADDITIONAL REQUESTS FOR IMPORT PERMITS RECEIVED LATER IN THE YEAR WILL ALSO BE GRANTED BY SIC.

3. DEPARTMENT MAY WISH TO INFORM BOURBON INSTITUTE OF LARGE POTENTIAL FOR INCREASED BOURBON EXPORTS WHICH IS NO BEING PRESENTLY UTILIZED BY LOCAL IMPORTERS/DISTRIBUTORS. AS LAST YEAR, EMBASSY WILL ASSIST ANY BOURBON IMPORTER, BE HE OLD OR NEW TO MARKET, IN OBTAINING NECESSARY IMPORT PERMITS. WE DO NOT, OF COURSE, WISH TO CONFUSE WILLINGNESS GOM TO ISSUE IMPORT PERMITS WITH MARKET DEMAND, WHICH NEEDS DEVELOPMENTS.

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Message Attributes

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Disposition Approved on Date:
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Disposition Event:
Disposition History: n/a
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